

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *advertisement* dan *bundling price* terhadap keputusan pembelian melalui *brand awareness* pada pelayanan *premium Spotify*.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian adalah mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (SIESIA) yang pernah berlangganan *premium Spotify* minimal 3 kali. Berdasarkan rumus Lemeshow didapatkan jumlah sampel sebanyak 97 orang. Teknik pengambilan sampel menggunakan teknik *accidental sampling*. Teknik pengumpulan data menggunakan *self-report data* yang dilakukan dengan cara penyebaran kuesioner. Teknik analisis menggunakan analisis regresi linier berganda dengan bantuan program SPSS versi 29.

Hasil penelitian ini menunjukkan bahwa *advertisement* dan *bundling price* berpengaruh terhadap *brand awareness*. *Brand awareness*, *advertisement* dan *bundling price* berpengaruh terhadap keputusan pembelian. *Advertisement* berpengaruh terhadap keputusan pembelian melalui *brand awareness*. *Bundling price* berpengaruh terhadap keputusan pembelian melalui *brand awareness*.

**Kata kunci:** *advertisement*, *bundling price*, *brand awareness*, keputusan pembelian.

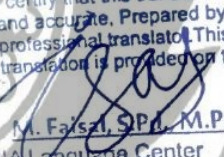
## ABSTRACT

*This research aimed to find out the effect of advertisement and bundling price on purchasing decision through brand awareness of the premium Spotify service.*

*The research was quantitative. The population was student of the School of Economy Indonesia (STIESIA) Surabaya who had subscribed to Spotify premium 3 times. Based on the Lemeshow formula it obtained 97 respondents as the sample. Moreover, the data collection technique was a questionnaire. The questionnaires were distributed to the respondents. Furthermore, the data were in the form of self-reports. The data analysis technique used multiple linear regression with the SPSS (Statistical Product and Service Solution) 29 version.*

*The research found that both advertisement and bundling prices affected brand awareness. Additionally, brand awareness, advertisement and bundling prices affected the purchasing decision. Advertisement affected purchasing decision through brand awareness. In addition, bundling prices affected the purchasing decision through brand awareness.*

**Keywords:** *advertisement, bundling prices, brand awareness, purchasing decision.*

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